

LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT INTERNATIONAL, INC.

Ad No. TT-227—Purchaser's Report—Rev. No. 2207—Page 1975 x 12 inches—B&W—Consumer Store Publication, 1976—1/4

Printed in U.S.A.



**Want to make \$898
more profit per store?
The PACK MASTER Merchandiser did it.**

The Pack Master® Merchandiser story gets better all the time. Now we have results from a carefully measured test in which cigarette sales performance in 27 convenience stores with Pack Master were checked against sales in 27 stores without Pack Master.

Cigarette sales in the Pack Master stores were 9.9 percent better, per store average, than in the stores without Pack Master.

Pack Master stores averaged \$898 more profit per store per year!

For most convenience stores, there's more money to be made with Pack Master, a major improvement in single-pack merchandising. Ask your Philip Morris representative for details.

**Another profit-making idea from
Philip Morris USA**

For detailed information on this test, contact your Philip Morris Representative or the National Accounts Department of Philip Morris, 100 Park Avenue, New York, New York 10012.



2061190940